

Annual European Medical Technology Strategy Forum**MedTech 2.0 –**

Securing profitable growth through new business models

Sheraton Brussels Airport Hotel, March 14, 2018

Constrained healthcare budgets on the payer and provider sides are contributing to sustained price pressure. A recent study reveals that almost every second company reports to be in a price war. Product innovations alone cannot overcome industry's margin pressure - particularly as study results suggest that the majority of innovations fail to meet their revenue and profit targets.

Successful MedTech companies are therefore responding to these market dynamics by rethinking their business models. Best-in-class companies are reshaping their product and service offering and presenting solutions to drive clinical outcomes and reduce the economic burden on customers. These include leveraging digitalization opportunities and using innovative contracting to support win-win partnerships.

Join us for Simon-Kucher & Partners' European Medical Technology Strategy Forum in Brussels, where experts from Simon-Kucher & Partners along with an external industry speaker and industry panelists will present insights and practical approaches for MedTech 2.0.

Speakers**Daniel Fallscheer**

Senior Business Manager, Head
Integrated Health Solutions Germany
Medtronic GmbH

**Joerg Kruetten**

Senior Partner, Member of the Board
Head of the Global Life Sciences Division
Simon-Kucher & Partners

**Gerald Schnell**

Senior Partner, Head of the Global Medical
Technology Competence Center
Simon-Kucher & Partners

**Omar Ahmad**

Managing Partner
Simon-Kucher & Partners

**Raf Onclin**

Partner
Simon-Kucher & Partners

**Andreas Silber**

Senior Director
Simon-Kucher & Partners

**Jan Bordon**

Senior Director
Simon-Kucher & Partners

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with 1,100 professionals in 34 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to www.simon-kucher.com

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Program

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10:30–11:00 a.m.	Registration and welcome coffee		
11:00–11:50 a.m.	Welcome and introduction Market trends and challenges Joerg Kruetten		
11:50–12:40 p.m.	Keynote speech Business models in practice – A case example Daniel Fallscheer		
12:40–1:40 p.m.	Lunch break		
	Break-out sessions (each will be held twice):		
Session 1: 1:40–2:25 p.m.	Business models & Architecture – Responding to market dynamics Raf Onclin	Business models & Digitalization – Leveraging digitalization as a growth driver Jan Bordon	Business models & Monetization – Extracting value through innovative contracting Andreas Silber
Session 2: 2:30–3:15 p.m.			
3:15–3:45 p.m.	Networking coffee break		
3:45–4:25 p.m.	Round table discussion Business models 2.0 – Moving from concept to implementation Moderator: Omar Ahmad		
4:25–4:30 p.m.	Closing remarks Gerald Schnell		
4:30–6:30 p.m.	Networking reception with cocktails and snacks		

Registration

Participation is free of charge if you take part in our annual MedTech Barometer survey (takes approx. 10 minutes, for more information how to register for free, please visit www.simon-kucher.com/medtechforum2018) otherwise the registration fee is €100. Spaces are limited and issued on a first-come, first-served basis. If you have any questions, please call Vera Herzmann at +352 24 83 91 20. If you require hotel accommodation, please contact our event manager Bernadette Schweizer, at +49 228 9843 307 or bernadette.schweizer@simon-kucher.com to take advantage of our special rates.

Venue

Sheraton Brussels Airport Hotel, Belgium, Brussels International Airport, B-1930 Brussels, Belgium, Tel. +32 2 710 8000